

ARC920000029051
09/658,632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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CENTRAL FAX CENTER

In re Application of: Megiddo et al.

MAY 21 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

OFFICIAL

AMENDMENT AFTER FINAL

MS AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 4/19/2004 and further in view of the interview of 5/13/2004, please amend the above-identified application as follows:

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FROM: **Ramraj Soundararajan****YOUR FILE:** **USSN 09/658,632**

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PLEASE ACKNOWLEDGE AND RETURN**X AMENDMENT AFTER FINAL****In re Application of:** **Megiddo et al.****Filed:** **9/8/2000****Docket No.:** **ARC920000029US1****Title:** **A System and Method for Improving the Effectiveness of Web Advertising**

PTO/SB/21 (08-03)

Approved for use through 07/31/2008. OMB 0851-0031
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/658,632	
	Filing Date	Sep 8, 2000	
	First Named Inventor	Megjddo, Nimrod	
	Art Unit	3629	
	Examiner Name	Jonathan Ouellette	
Total Number of Pages in This Submission	12	Attorney Docket Number	ARC920000029US1

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Lacasse & Associates, LLC
Signature	<i>Ranney Soundarajan</i>
Date	May 21, 2004

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